



**Small Business Development Center  
Silicon Valley  
&  
Small Business Development Center  
Hispanic Satellite**



# Our Mission

- ◆ To Provide in-depth one-on-one free advising and low cost training workshops/seminars to small business owners and entrepreneurs.
- ◆ To assist our small business clients to become and remain competitive in a dynamic marketplace.
- ◆ To contribute to the economic growth of the communities we serve.

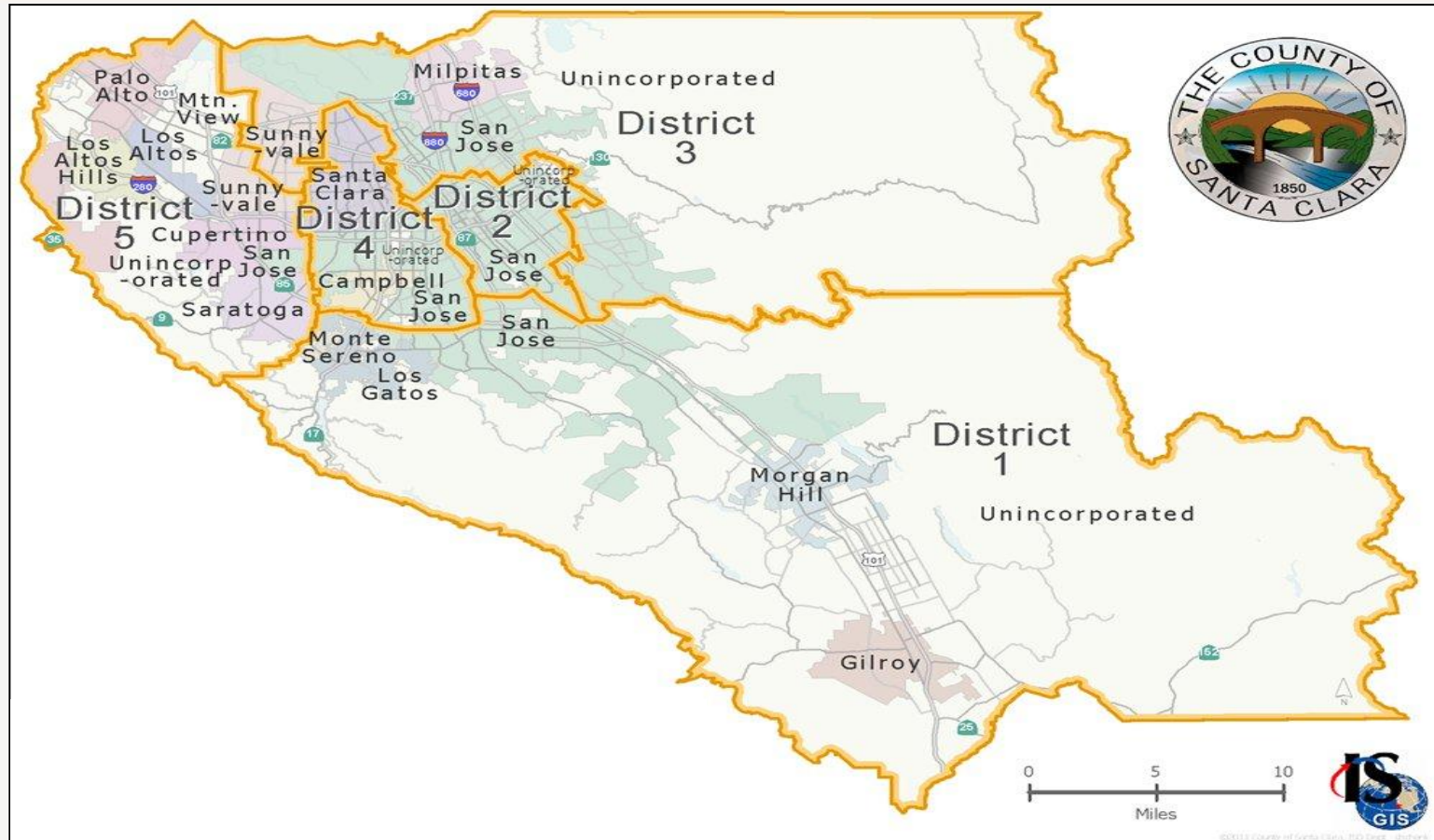
## SBDCs across the US

- ◆ 1000 SBDCs provide education to meet small business needs, through individual counseling, training and research assistance.
- ◆ Frequently based in universities, colleges and economic development agencies. Now, also chambers of commerce.

# California Small Business Development Center Network



# Santa Clara County



# Our Funding Partners

- ◆ The U.S. Small Business Administration
- ◆ Humboldt State University Sponsored Programs Foundation
- ◆ County of Santa Clara
- ◆ Citi Community Development Foundation
- ◆ Hispanic Chamber of Commerce Silicon Valley



Community Development



## Who We Serve

- ◆ Small business clients and entrepreneurs in need of management and financial counseling and training
- ◆ Diverse client population, including: minorities, women, veterans, disabled, and individuals from low and moderate income urban and rural areas.
- ◆ Start-up and existing businesses

# How We Serve: Business Advising

- ◆ Clients work with our experts to:
  - *Launch a business successfully*
  - *Become “Bankable” and “Loan Ready”*
  - *Increase Sales*
  - *Assist with sale or purchase*
  - *Assist with lease negotiation*
  - *Plan Business Expansion*
  - *Ensure long-term success*



# How We Serve: Business Training & Workshops

- ◆ Access to capital (Traditional & Alternative)
- ◆ Access to customers
  - *Social Media*
  - *Mastering LinkedIn*
  - *Building an effective web presence*
- ◆ Access to contracts (procurement)
- ◆ Building better management
  - *Basic Bookkeeping*
  - *Quickbooks*

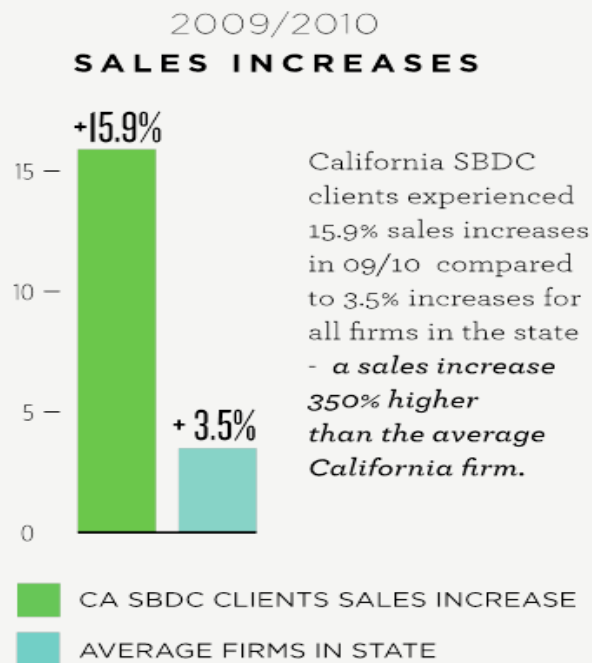


# Why We Serve: Economic Impact

- ◆ SBDCs are required to track and measure results
  - *New business starts*
  - *Jobs created*
  - *Jobs retained*
  - *Increase in sales*
  - *New loans secured*
  - *New equity capital secured*

# Results

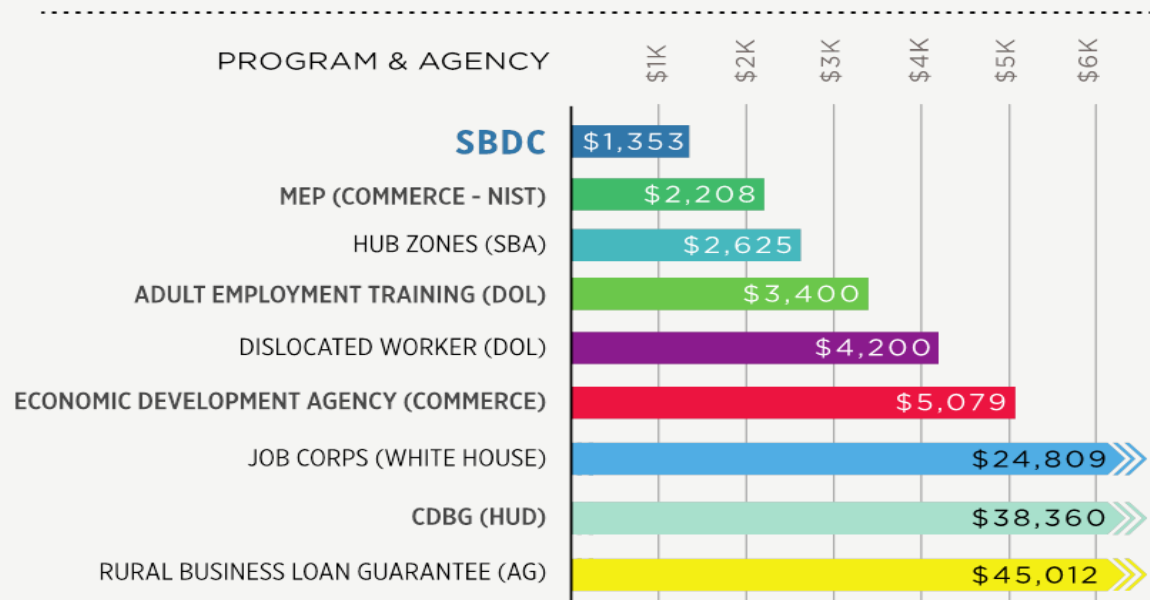
## COMPARATIVE RESULTS CA SBDC CLIENTS vs. AVERAGE FIRMS IN STATE



# Results

## COST *per* JOB

### COMPARISON OF FEDERAL PROGRAMS



Compiled by the Association of Small Business Development Centers

# Northern California SBDC

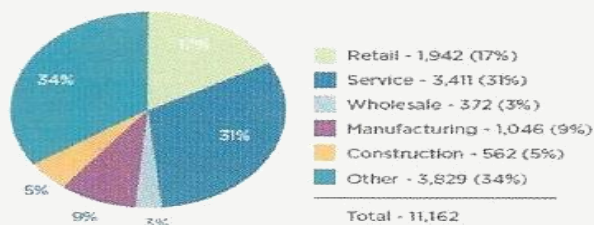
## Performance 2009 - 2011

### SBDC PERFORMANCE RESULTS (2009-2011)

#### ECONOMIC SUCCESS INDICATORS

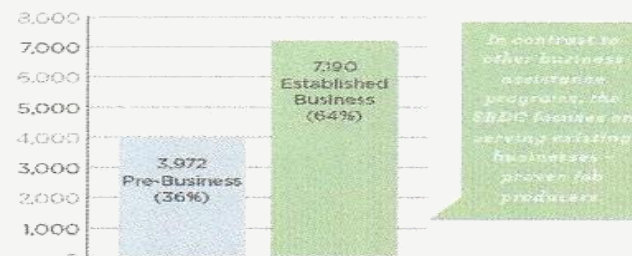
Increase in Sales	\$170,244,938
Jobs Created	4,070
Jobs Retained	3,757
Equity Financing Obtained	\$91,495,586
Loans Obtained	\$55,102,045

#### BUSINESS SECTORS SERVED



Specialty programs offered within our region target local industry sectors: wineries, restaurants, technology, and agriculture, etc.

#### CLIENT BY STAGE OF BUSINESS



#### CLIENT SERVICE STATISTICS

Small Business Clients Advised	11,162
Professional Advising Hours Delivered	85,301
Training Workshops Presented	3,154
Training Workshops Attendees	43,703
Female-Owned Businesses Assisted	4,775 (43%)
Veteran-Owned Businesses Assisted	480 (4%)
Minority-Owned Businesses Assisted	3,635 (33%)
Disabled Person Owned Businesses	1,252 (11%)

# New Initiative



- *Focuses on qualified technology companies*
- *Assists with the commercialization of technology products or services with the preparation for raising funds*
- *Charges no fees for its services and takes no ownership interest/*
- *Goal is to help technology companies start, grow, and thrive*
- [www.techfuturesgroup.com](http://www.techfuturesgroup.com)

# Q & A

